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MEDIA RELEASE

2024 Qantas Australian Tourism Awards Marks 40 Years of Tourism Excellence

Australia's most prestigious tourism event, the 2024 Qantas Australian Tourism Awards, will take place on Friday, 21 March 2025, bringing together the best in the industry to celebrate excellence and innovation. The 2024 awards hold special significance, marking 40 years of the Australian Tourism Awards recognising and highlighting outstanding tourism experiences from across the nation.

Since 1984, the Australian Tourism Awards have been a consistent touchpoint for the industry, recognising excellence through both prosperous and challenging times. The Hon John Brown AO was Minister for Sport, Recreation and Tourism at the time and played an integral role in the Awards' inception.

"When our government first established the Australian Tourism Awards back in 1984, the tourism industry was far different from today. These awards played a key role in driving interest in tourism across the country. I'm proud to see how tourism has grown into an important part of our nation's economy," said Mr Brown.

Over the past four decades, the awards have adapted alongside the evolving tourism landscape, celebrating businesses and individuals who have demonstrated drive, innovation, and commitment to delivering outstanding experiences.

"Reaching 40 years of the Australian Tourism Awards is an incredibly special occasion, highlighting four decades of excellence, innovation and dedication within our industry," said Shaun de Bruyn, Chair, Australian Tourism Awards.

"As we mark this anniversary, we honour the legacy of past winners while also looking ahead to the future of Australian tourism and the incredible opportunities to come," said Mr de Bruyn.

Tourism operators, industry leaders and government representatives from across Australia will gather in Adelaide, South Australia, for an evening of celebration, acknowledging businesses and individuals who have demonstrated exceptional contributions to the nation's tourism industry. From luxury accommodations and world-class attractions to regional experiences and sustainable tourism initiatives, the awards showcase the diverse and dynamic landscape of Australian tourism.

“As we mark 40 years of the Australian Tourism Awards, it is an opportunity to reflect on the dedication and passion of the tourism operators and their staff who all help to make Australia the best destination in the world,” said Senator the Hon Don Farrell, Minister for Trade and Tourism.

“The Albanese Government knows that the travel and tourism industry is vital to our economy, our international reputation and it is also crucial for the prosperity of communities across Australia.”

“Congratulations to this year’s finalists and to all past winners as your contributions and efforts have helped make Australia a bucket list destination, delivering unforgettable experiences for visitors from near and far.”

With a partnership spanning over three decades, Qantas, Naming Rights Sponsor, has been a longstanding supporter of the Australian Tourism Awards, showcasing their ongoing commitment to the industry.

“As Australia’s national carrier, we’re incredibly proud to again be helping celebrate and promote the best of Australia’s tourism industry,” said Qantas Group Chief Customer and Digital Officer Catriona Larritt.

“Qantas flies to more than 65 destinations across the country, and our tourism operators help showcase the best of Australia providing visitors with experiences they can’t get anywhere else.”

As one of the most anticipated events on the tourism calendar, the Australian Tourism Awards provide national recognition for state and territory tourism award winners. Finalists represent the highest standards of quality, service, innovation, and sustainability, reflecting the continued evolution of Australian tourism.

The 2024 awards are supported by long-time and returning Naming Rights Sponsor, Qantas, as well as Platinum Sponsor, Tourism Australia, and Host Partner, the South Australian Tourism Commission. The Big Red Group, Adelaide Convention Centre, Adelaide Airport, and GetAboutAble are among the additional sponsors and partners that make the 2024 awards shine even brighter.

For more information, visit www.australianaward.com.au

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For General Awards commentary, please contact Shaun de Bruyn, Chairperson, Australian Tourism Awards, 0419 841 190

For event contact or media engagement, please contact Alexandra Reddoch, Communications and Marketing Officer, Australian Tourism Industry Council, 03 9454 2823

2024 Qantas Australian Tourism Awards – National Finalists

NOTE: All finalists are listed in alphabetical order per category.

Major Tourist Attractions

Finalist Name	State/Territory
GC Aqua Park	Queensland
Monarto Safari Park	South Australia
Port Arthur Historic Site	Tasmania
Questacon – The National Science and Technology Centre	Canberra Region
Symbio Wildlife Park	New South Wales
Uluru-Kata Tjuta National Park	Northern Territory
WA Museum Boola Bardip	Western Australia
Zoos Victoria – Melbourne Zoo	Victoria

Tourist Attractions

Finalist Name	State/Territory
Albany’s Historic Whaling Station	Western Australia
Animal Land	Victoria
Bundaberg Rum Visitor Experience	Queensland
d’Arenberg	South Australia
Emu Valley Rhododendron Garden	Tasmania
Katherine Outback Experience	Northern Territory
National Dinosaur Museum	Canberra Region
Northern Rivers Rail Trail	New South Wales

Major Festivals & Events

Finalist Name	State/Territory
Adelaide Festival	South Australia
Beef Australia 2024	Queensland
Bluesfest Byron Bay	New South Wales
Darwin Festival	Northern Territory
FLIGHT: Drone SkyShow – National Capital Authority	Canberra Region
Lightscape Melbourne	Victoria
Tasmania's Taste of Summer	Tasmania
WWE Elimination Chamber – Only in Perth, Optus Stadium	Western Australia

Festivals & Events

Finalist Name	State/Territory
Birdsville Big Red Bash	Queensland
Broken Hill Mundi Mundi Bash	New South Wales
Darwin Aboriginal Art Fair	Northern Territory
Junction Arts Festival	Tasmania
Margaret River Region Open Studios	Western Australia
Port Fairy Folk Festival	Victoria
Sleeps Hill Tunnel	South Australia

Ecotourism

Finalist Name	State/Territory
Aquila Eco Retreat	Tasmania
Busselton Jetty	Western Australia
Kestrel Nest EcoHut at Highfield Farm & Woodland	New South Wales
Lady Elliot Island Eco Resort	Queensland
Larapinta Trail, World Expeditions Australian Walking Holidays	Northern Territory
National Arboretum Canberra	Canberra Region
The Big Duck Boat Tours	South Australia

Cultural Tourism

Finalist Name	State/Territory
Adelaide Zoo	South Australia
Bungle Bungle Guided Tours	Western Australia
Currumbin Wildlife Sanctuary	Queensland
Museum of Australian Democracy at Old Parliament House	Canberra Region
Port Macquarie Museum	New South Wales
SEIT Tours	Northern Territory
Shrine of Remembrance Melbourne	Victoria
UNSHACKLED Hobart Penitentiary – Convict Memorial	Tasmania

Aboriginal and Torres Strait Islander Tourism Experiences

Finalist Name	State/Territory
Bundy Cultural Tours	New South Wales
Cape York Peninsula Lodge	Queensland
Kool Tours	South Australia
Waringarri Art and Culture Tours	Western Australia
Wintjiri Wiru	Northern Territory
wukalina Walk	Tasmania
Zoos Victoria – Healesville Sanctuary	Victoria

Tourism Retail, Hire & Services

Finalist Name	State/Territory
Ask Roz Blue Mountains	New South Wales
Broome Weddings and Events	Western Australia
Copper Trails Bike Hire	South Australia
Go Adventure Nagambie	Victoria
POP Canberra	Canberra Region
Sonia Jones Travel	Queensland
Uluru Audio Guide	Northern Territory
Younique Stays	Tasmania

Visitor Information Services

Finalist Name	State/Territory
Bathurst Visitor Information Centre	New South Wales
Canberra and Region Visitors Centre	Canberra Region
City of Launceston Visitor Information Centre	Tasmania
Port Lincoln Visitor Information Centre	South Australia
Quilpie Visitor Information Centre, Museum & Gallery	Queensland
Swan Valley Visitor Centre	Western Australia
Top End Visitor Information Centre	Northern Territory
Warrnambool Visitor Information Centre	Victoria

Business Event Venues

Finalist Name	State/Territory
Adelaide Convention Centre	South Australia
Cedar Creek Lodges	Queensland
Darwin Convention Centre	Northern Territory
Hotel Realm	Canberra Region
Melbourne Convention and Exhibition Centre	Victoria
Peppers Silo Hotel	Tasmania
Pullman Bunker Bay	Western Australia

Major Tour & Transport Operators

Finalist Name	State/Territory
AAT Kings	Northern Territory
Captain Cook Cruises - Sydney	New South Wales
HeliSpirit	Western Australia
Ocean Rafting	Queensland
Pennicott Wilderness Journeys	Tasmania
Port Phillip Ferries	Victoria
SeaLink Marine & Tourism - PS Murray Princess	South Australia

Tour & Transport Operators

Finalist Name	State/Territory
Air Adventure Golf	Tasmania
Blue Mountains Day Tours	New South Wales
Fun Over 50 Holidays – Immersive Tours and Adventures	Queensland
Hop It	Victoria
Margaret River Discovery Co	Western Australia
Offshore Boats	Northern Territory
Spirit of the Coorong	South Australia

Adventure Tourism

Finalist Name	State/Territory
Aquascene Magnetic Island	Queensland
Balloon Aloft Australia	New South Wales
Bendleby Ranges	South Australia
Go Adventure Nagambie	Victoria
Larapinta Trail, World Expeditions Australian Walking Holidays	Northern Territory
Tasmanian Mountain Bike Adventures	Tasmania
The Hike Collective	Western Australia

Tourism Marketing & Campaigns

Finalist Name	State/Territory
Barossa. Be Curious	South Australia
Explore Rockhampton Accessible Tourism Campaign	Queensland
The Tweed Tourism Company	New South Wales
Tourism Greater Geelong and The Bellarine	Victoria
Wrap Yourself In Wonder	Western Australia

Tourism Restaurants & Catering Services

Finalist Name	State/Territory
Gourmet Camp Oven Experience	Western Australia
Grain of the Silos	Tasmania
L'Anse French Cafe	South Australia
Nitmiluk Tours and Cicada Lodge	Northern Territory
Potager	New South Wales
Sea World Cruises	Queensland
The Q Train	Victoria

Tourism Wineries, Distilleries & Breweries

Finalist Name	State/Territory
Bangor Vineyard Shed	Tasmania
Bundaberg Rum Visitor Experience	Queensland
Cupitt's Estate	New South Wales
Harman Wines	Victoria
Seppeltsfield Barossa	South Australia
Singlefile Wines	Western Australia
Willing Distillery	Northern Territory

Caravan & Holiday Parks

Finalist Name	State/Territory
Alivio Tourist Park Canberra	Canberra Region
BIG4 Adventure Whitsunday Resort	Queensland
BIG4 St Helens Holiday Park	Tasmania
BIG4 West Beach Parks	South Australia
Darwin FreeSpirit Resort	Northern Territory
Holiday Haven Lake Conjola	New South Wales
Mandalay Holiday Resort	Western Australia
Valley View Caravan Park	Victoria

Hosted Accommodation

Finalist Name	State/Territory
Black Sheep Inn	New South Wales
Boat Harbour Jetty B&B	Victoria
Oceanview Eco Villas	South Australia
The Country House at Hunchy	Queensland
The Dragonfly Inn	Tasmania
Wooleen Station	Western Australia

Unique Accommodation

Finalist Name	State/Territory
All Seasons Houseboats	Victoria
Cygnets Bay Pearl Farm	Western Australia
Gorge View Bush Retreat	Northern Territory
Jamala Wildlife Lodge	Canberra Region
Mitchell Grass Retreat	Queensland
Sierra Escape	New South Wales
The Cove Tasmania	Tasmania
Woodhouse Adventure Park	South Australia

Self-Contained Accommodation

Finalist Name	State/Territory
Alice's Cottages	Tasmania
Beachcomber Holiday Units	Victoria
Cedars Mount View	New South Wales
Old Coach Road Estate	South Australia
Pinnacles, Airlie Beach	Queensland
Stay Rottnest	Western Australia

3-3.5 Star Accommodation

Finalist Name	State/Territory
Broadwater Resort, Busselton	Western Australia
Freycinet Resort	Tasmania
Great Keppel Island Hideaway	Queensland
ibis Adelaide	South Australia
Safari Lodge Motel	Northern Territory
Urban Camp Melbourne	Victoria

4-4.5 Star Deluxe Accommodation

Finalist Name	State/Territory
Crowne Plaza Melbourne	Victoria
Esplanade Hotel Fremantle by Rydges	Western Australia
H on Mitchell Apartment Hotel	Northern Territory
Midnight Hotel Autograph Collection	Canberra Region
Novotel Cairns Oasis Resort	Queensland
Oriana Retro Hotel & Resort	New South Wales
Oval Hotel	South Australia
Peppers Silo Hotel	Tasmania

5 Star Luxury Accommodation

Finalist Name	State/Territory
Eos by SkyCity	South Australia
Mt Hay Retreat	New South Wales
Pullman Bunker Bay	Western Australia
The Reef House Adults Retreat	Queensland
The Tasman, A Luxury Collection Hotel, Hobart	Tasmania

New Tourism Business

Finalist Name	State/Territory
Beneath The Bay	New South Wales
Local Way Tours	Victoria
NT Driver Guide – Escorted Touring	Northern Territory
Radelaide Tours	South Australia
Red Rock Hut, King Island	Tasmania
Spinifex Brewery Cable Beach	Western Australia
Vertigo	Queensland

Excellence in Food Tourism

Finalist Name	State/Territory
Beef Australia 2024	Queensland
Dird Full Moon Dinner	Northern Territory
Harvest Tours	Western Australia
Local Village Markets	Canberra Region
Love Lord Howe	New South Wales
The Truffle Farm	Tasmania
Watervale – Ethical Epicurean Experiences	South Australia

Excellence in Accessible Tourism

Finalist Name	State/Territory
Adelaide Fringe	South Australia
Balloon Aloft Australia	New South Wales
BIG4 Adventure Whitsunday Resort	Queensland
Busselton Jetty	Western Australia
Darwin Waterfront	Northern Territory
National Arboretum Canberra	Canberra Region
The Cove Tasmania	Tasmania
The Sovereign Hill Museums Association	Victoria